



NEW IN 2025

Smart Flour Soft Roll



Still searching for the perfect gluten-free bread for your menu? Look no further; our Soft Roll boasts a wide base, ideal loft, and crave-worthy texture - built to hold even the heaviest, heartiest fillings without compromise. Don't be fooled, though; the fluffy interior is what all white breads strive to be.

Dual application and easy handling

We pride our vegan Soft Roll in being able to handle even the messiest of handhelds; don't be afraid to throw on the extra sauce, juicy tomatoes or heaviest of meats. We dare you to test out the boundaries of what these breads can hold up to.

Our Soft Roll is simply thaw/serve, come individually wrapped, AND has an ambient shelf life of 5 days. Could it make your kitchen process any simpler?

Culinary driven for profit and guest support

Guests want a superior option; they are no longer looking for "good enough" when it comes to gluten-free. Help drive a higher check average with quality products.



Individually Wrapped

Product

Manu Item #

12" Soft Roll

STRW12WS20

GTIN #

10856952001902

DOT #

795169

Case Pk

20, indiv. wrapped

Unit Wt

8.35 oz (+/- 0.25)

HANDLING & PREPARATION INSTRUCTIONS:

From frozen: Thaw in wrapper. It will take approximately 1 hour to completely thaw to room temperature. Once thawed, they are ready to serve!

Heating/Toasting (if desired): Toast buns in 400° oven for 5-7 minutes OR grill on a griddle/pan with butter and oil.

SALES SAMPLES INSTRUCTIONS:

- Our breads ship on dry ice and should arrive mostly frozen but are still edible if they have begun to thaw.
- If they arrive mostly frozen, they can be stored in a freezer for up to 365 days.
- If they are mostly thawed upon arrival, they should be stored at room temperature for up to 5 days.

Refrigeration is NOT recommended.

Shelf Life:

Frozen:

365 Days

Refrigerated:

Not recommended

Ambient:

5 Days

Nutrition Facts

Serving Size 1 Roll (236g)

Amount Per Serving

Calories 660

% Daily Value*

Total Fat 24g 31%

Saturated Fat 2g 10%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 1780mg 77%

Total Carbohydrate 109g 40%

Dietary Fiber 13g 46%

Total Sugars 3g

Includes 3g Added Sugars 6%

Protein 6g

Vitamin D 0mcg 0%

Calcium 90mg 6%

Iron 2.8mg 15%

Potassium 360mg 8%

INGREDIENTS: Water, Rice Flour, Tapioca Starch, Canola Oil, Potato Starch, Corn Starch, Bamboo Fiber, Yeast, Psyllium Husk, Salt, Dextrose, Modified Cellulose, Humectant (Rice Syrup, Grape Juice Concentrate), Sodium Carboxymethylcellulose, Flaxseed, Yellow Corn Flour, Guar Gum, White Sugar, Brown Sugar, Pea Fiber Product, Cultured Cane Sugar, Enzyme, Xanthan Gum.

Hungry for more? We'd love to hear from you!

sales@smartflourfoods.com | www.smartflourfoods.com
Smart Flour Foods, 2418 Spring Lane, #5232, Austin, TX 78703

V040825